

Contents

EXECUTIVE SUMMARY

IBB's ROLE IN WORLDWIDE POLIO ERADICATION

- Voice of America Radio
- WORLDNET Television
- Public Internet Server

PROJECT ORGANIZATION

- Personnel
- Travel Planning
- Briefings
- Debriefings
- Stringer Kits
- Electronic Updates to Project Personnel
- Reporter Seminars
- Communication and Coordination with Polio Partners
- Meetings - Contractors and Worldwide Polio Partners
- Website - IBB and VOA
- Archives

PROGRAMMING

- How Programs Are Delivered
- VOA Programming Priorities
- Special VOA Projects
 - Fan Club Participation in Polio Eradication
 - Radio Drama Series
 - Listener Contests
- WORLDNET Television

EVALUATION OF IMPACT AND EFFECTIVENESS OF BROADCASTING

- Qualitative Analysis
 - National Audience Surveys
 - Focus Groups
- Quantitative and Anecdotal Analysis
 - Broadcasts
 - Exit Interviews
 - Listener Contests
 - Unsolicited Letters and Comments
 - Fan Club Participation
 - WORLDNET Television Interactives

EXECUTIVE SUMMARY

This report covers the first year of Voice of America (VOA) and WORLDNET Television's Polio Eradication Initiative funded by the Office of Health and Nutrition of the United States Agency for International Development. In 1997, the Office of Business Development of the International Broadcasting Bureau (IBB) and USAID signed an interagency agreement that provides IBB (VOA/WORLDNET) with \$2.5 million in operational funds until September 2001 to support its polio eradication and other health initiatives. Funding under this agreement provides for travel and related activities by VOA and WORLDNET staff in targeted countries of Africa, South and Central Asia, and the Near East where eradication is yet to be achieved.

IBB polio activities support the goal of USAID's communications strategy to provide timely and accurate polio immunization health messages and news reports that are culture and language specific. The goal is to mobilize adults to immunize children during National Immunization Days and routinely throughout the year. The IBB project also seeks to influence the media in target countries to continue providing coverage of National Immunization Days and to generate interest among political elites, including policy makers, for continued support of the eradication effort.

Polio programs focus on issues such as the status of local and regional campaigns, the need for vaccinations and the number required to assure immunity, vaccine myths and rumors, the importance of surveillance and practical health information through radio dramas and public service announcements. Listener contests and other special programming projects have been developed to heighten listener interest and participation.

When IBB joined with USAID, it became a partner with the World Health Organization (WHO), Rotary International, the United Nations International Children's Fund (UNICEF), the U.S. Centers for Disease Control (CDC) and national health ministries in many countries to support this initiative. This is the first time in VOA's 55-year history that it has joined in such a global health initiative.

VOA Language Services involved in this effort during FY98 filed over 500 broadcasts on polio and have sent reporters to Ethiopia, Eritrea, Niger, Nigeria, Ghana, Guinea-Bissau, Kenya, Uganda, Tanzania, Benin, Gabon, Democratic Republic of the Congo, Senegal, Mali, India, Bangladesh, Pakistan, Uzbekistan, Tajikistan, Afghanistan, Turkey and Azerbaijan. In addition, stringers (free lance reporters) have been coordinated by nearly every language service involved in the project to increase and enhance coverage.

This project is providing opportunities to investigate through research the impact and effectiveness of health reporting in changing behavior. Results of a national audience survey in Nigeria indicate that VOA programming on polio eradication has had a significant effect in that country. Fifteen percent of those interviewed in the national survey had heard about polio eradication on either VOA English or Hausa broadcasts, and six percent of the interviewees indicated that they took action as a result of hearing these polio messages.

Anecdotal information suggests that the project is having a significant impact in many of the other targeted countries.

IBB's ROLE IN WORLDWIDE POLIO ERADICATION

The International Broadcasting Bureau, created under the U.S. International Broadcasting Act of 1994, is composed of the Voice of America, WORLDNET Television and Film Service, and Radio and TV Marti. Under the IBB/USAID Agreement, Voice of America and WORLDNET are participating in polio eradication broadcasting.

Voice of America Radio

The Voice of America (VOA) broadcasts almost 700 hours of programming on shortwave and medium wave to an estimated audience of 86 million each week. Broadcasting in 52 languages, including English, VOA also provides programming to more than 1,100 AM, FM and cable "affiliated" stations around the world.

News and related programs account for a large percentage of VOA's broadcast schedule. Each day writers and editors in VOA's Washington Newsroom and language services, VOA correspondents at 23 news bureaus worldwide, and a network of 100's of stringers, or part-time reporters produce hundreds of news stories a day. VOA also draws its information from a variety of independent sources, including international wire services, international monitoring services, and U.S. print and electronic media.

Every news story is checked by at least one editor, and in accordance with VOA's mandate, all independent sources are cross-checked against a second source to confirm WORLDNET's programs promote American cultural, business, scientific and technological developments, and report on institutions and principles key to democracy-building around the world. It also televises

--Evelyn S. Lieberman

Director, Voice of America

Child Survival Conference, April 1998

than that.."

the facts.

While news ranks high in VOA's programming, listeners also enjoy call-ins, features, Americana programs, English-teaching segments, and music shows. VOA broadcasts health programs in at least 46 languages. Following the April 1998 Broadcasting for Child Survival conference held in Washington, DC and sponsored by USAID and VOA, the VOA Director launched a child survival campaign.

VOA's 52 language services produce and broadcast regionalized programs that specifically address the interests of their respective listening audiences. Of these 52 services, 19 are participating in the polio eradication initiative and are broadcasting to Africa, the Near East, and South and Central Asia.

WORLDNET Television

WORLDNET Television is the U.S. Information Agency's global public affairs, information, and cultural television network. It was founded in 1983 to present a balanced picture of American society. This daily, 24-hour service is downlinked via satellite to U.S. embassies and cultural centers and television stations and cable systems around the world. Its programs originate from state-of-the-art studios in Washington, DC.

feature magazines, documentaries, and live call-in and public affairs programs in various languages. "Health Watch" is an interactive health program that made its debut in August 1998. It broadcast an hour-long feature on

polio and polio eradication.

Public Internet Server

Information about the International Broadcasting Bureau, VOA and WORLDNET is available through the worldwide web. This website offers up-to-date program schedules, frequency lists, digitized audio from many of VOA's language programs, links to worldwide polio partners, and access to the Child Survival Broadcasting Script Delivery System, which includes polio scripts.

PROJECT ORGANIZATION

Personnel

IBB's Office of Business Development directs and administrates the polio eradication project. By documenting and disseminating guidelines for all personnel participating in this project, IBB is assuring compliance with the Interagency Agreement between the U.S. Agency for International Development [USAID] and IBB for the Polio Eradication Initiative.

Project staff include Dr. Gregory Pirio, Assistant Director of the Office of Business Development and Polio Project Officer providing general oversight; Joan Beverly, Financial Officer for the Administration of IBB; and Joyce Kramer, Independent Contractor, hired by the Office of Business Development to manage the daily operations of the project.

Her responsibilities include preparing budget and draft proposals; monitoring the budget and spending; orientation of staff involved in

Briefings

Once travel plans are approved, reporters meet with the Contractor to receive orientation and to review their reporting plans. Each briefing follows the same

the project; planning and coordinating stories and other media events; managing briefings and debriefings; maintaining files; collecting and analyzing data; preparing reports; and assuring that the project is on track.

In preparing for travel, the Division Chiefs submit for clearance all Language Service travel and reporting plans with estimated costs to the Project Officer and Financial Officer for approval before sending them through the normal IBB process for approvals. This assures that the proposed trip meets the goals of the polio project and that funds are available and obligated. This also assures that proposals are within the established budget. No clearances for travel are given until the Project Officer receives a written travel plan.

In addition to travel plans, Division Chiefs submit all requests for Language Service Purchase Order Vendors (consultants and contractors), stringers and other necessary purchases. All approvals start with the Project Officer and Financial Officer.

Travel Planning

The initial plans that reporters submit for travel and broadcasting are approximately one page, including their travel destination, dates of travel, focus of the work, target audience significance, objectives of reporting, explanation of use of stringers, projected number of reports to be filed and who will coordinate the stringers. They must also submit an estimated budget, describing all expenses, including airfare, *per diem*, stringers, and other costs.

format. The Contractor may assist by providing other resources and contacts prior to travel. She also secures VOA promotional items for travel for reporters to take on their trips. Assisting reporters in this way is

important as the polio eradication partners continue to evolve strategy and as new issues surrounding the effort emerge.

“We are dealing with the largest public-private health initiative in the history of the world.”

--Herb Pigman,
Rotary International
IBB Kick-Off Conference
November, 1997

Debriefings

Upon return from travel, reporters schedule a meeting with the Contractor for the purpose of debriefing. It is an opportunity to convey information vital to continued improvement of the project. They can talk about their impressions, what they learned and problems identified in the polio campaign itself and with their efforts to provide quality broadcasting. They also submit a written report, including reflections on their experience. These reflections are incorporated into the annual report and evaluation of this initiative. Reporters are also asked to submit a two to three sentence summary in English of each broadcast, interview, etc.

Stringer Kits

Stringer kits were purchased under this Agreement for the purpose of enhancing the production value of reports. Each kit contains a Sony Pressman tape recorder, omni directional microphone, acoustical couplers, mini-to-mini patch cords and a carrying case. The Contractor arranged the During the year several seminars were organized for reporters. They provided additional information on polio, extending their knowledge of what other language

purchases and distributed the kits to Language Service Chiefs who requested them. The Language Service Chiefs then sent them to stringers overseas. The stringer kits have resulted in much improved quality of the actualities used in reports. In addition to polio, reporters are encouraged to use them for other maternal and child health reporting.

Electronic Updates to Project Personnel

In addition to meeting with reporters and Service Chiefs, the contractor sends updates on polio eradication to all IBB staff involved in the effort through the two computer systems available at IBB. DaVinci e-mail on personal computers and the Xerox system used by most language services make it easy and efficient to send updates on an as-needed basis, or whenever there is news that reporters need to know to keep abreast of developments in the worldwide polio eradication efforts.

These updates might contain lists of contacts, articles and scripts with background information, NID dates and changes in scheduling, notices about upcoming events, opportunities for interviews, requests for proposals, and other relevant data and information. This method of providing support affords access to information throughout the entire agency to all involved in the project. Reporters who are on travel may also access the information.

Reporter Seminars

services are doing and expanding creative ideas for their own broadcasting. The sharing that took place during each of these events was a source of inspiration. Through

documentation of their extensive broadcasts and personal knowledge about polio and what was transpiring in the countries, it seems evident that these reporters are committed to their work.

“This is a tremendous partnership project. There is probably no greater calling for an international broadcaster today than to help combat diseases and poverty, the scourge of AIDS, and problems facing the environment.”

*--Alan Heil, VOA Deputy Director
IBB Kick-Off Conference
November, 1997*

The project year started with a kick-off event that inspired and motivated reporters involved in the project. The Kick-Off Conference for the Polio Eradication Initiative was held on Thursday, November 20, 1997, with Greg Pirio, Project Officer hosting. Speakers included Evelyn S. Lieberman, Director, Voice of America; Dawn Liberi, Deputy Director, Center for Population, Health, and Nutrition, United States Agency for International Development; Herbert A. Pigman, Chairman, Ad Hoc Task Force on International Advocacy, Rotary International; Alejhandro J. Palacios, Senior Program Funding Officer, United Nations International Children's Fund; Zulima Palacio, Producer, WORLDNET TV. An orientation and briefing on the project followed for reporters. The briefing with questions and Language Service talked about a listener contest that was generating many mail responses from Pakistan and India, in addition to comments from listeners about how they were using broadcasts in their villages to inform others about polio. Iqbal

answers was handled by Ellyn W. Ogden, Worldwide Polio Eradication Coordinator, Senior Technical Advisor for Health and Child Survival, United States Agency for International Development.

A seminar titled “What Works in Health Reporting” was held January 15, 1998 to provide an opportunity for VOA reporters to share their recent experiences in broadcasting about polio.

Tizita Belachew, Afan-Oromo/Amharic Language Service; Shahnaz Aziz, Urdu Language Service; Cole Mallard, English to Africa; and Adanech Fessehayee, Tigrigna/Amharic Language Service participated in the round table discussion. Elizabeth Borree, PolioPlus Communications Specialist, Rotary International, and Gloria Coe, Regional Advisor in Health Communications, Pan American Health Organization were invited to participate and share their expertise in health communications. This event was also an opportunity for reporters to make additional contacts for future broadcasts.

“What Works in Health Reporting II” was held on May 28, 1998. This seminar focused on how to extend broadcasting reach and impact. Speakers provided examples of how their particular Language Service was using special types of broadcasts to maintain listener interest in polio messages. Shahnaz Aziz of the Urdu

Choudhury, Chief, Bangla Language Service, talked about the role of VOA Fan Clubs in polio eradication in Bangladesh and his experience as he was traveling in Bangladesh. Spozhmai Maiwandi, Chief, Pashto Language Service, shared her

experience with the use of radio dramas in broadcasts to Afghanistan and Habib Azarsina, Azerbaijani Language Service, talked about his experience in the refugee camps of Azerbaijan. Ellyn Ogden, Worldwide Polio Eradication Coordinator, USAID, talked with the reporters about themes, story lines and polio eradication progress.

“What Works in Health Reporting III” held June 25, 1998 focused on lessons learned by VOA health reporters during their travel overseas. Iqbal Choudhury, Chief, Bangla

“I felt involved...and felt that people trusted me. We (VOA) should put more emphasis on health reporting in our broadcasts, especially on topics...where there is no doctor.”

--Tom Atandi, Swahili reporter
VOA

Language Service; Roquia Haider, Bangla Language Service; Omar Malikyar, Dari Language Service; Hakki Ocal, Turkish Language Service; Mannan Kaisken, Uzbek Language Service; and Khan Alami, Pashto Language Service shared anecdotes, photographs, videos, and tape recordings from their recent travels. A discussion following the presentations highlighted future themes and what might be next on the polio eradication agenda.

Communication and Coordination with

The project contractor attended all major events and meetings related to polio. She attended two meetings with other USAID contractors and reported on the progress of broadcasting activities provided by VOA’s language services and central news service. The meetings also provided opportunities for making contacts for reporters, keeping

Polio Partners

The contractor coordinating the polio eradication initiative for IBB provided a direct link between the worldwide polio partners and VOA reporters. As a result of this linkage and communication, reporters were often able to respond quickly to situations on the ground, such as refuting rumors and myths about polio that may have hindered the vaccination efforts. On the other hand, reporters were able to give feedback to the partners regarding any problems or lapses they observed as they traveled.

Several of the worldwide polio partners attended several events at IBB, including the Kick-Off in November, 1997 and several of the seminars held for reporters. For example, after the social mobilization and communications evaluation meeting at UNICEF in New York during May, 1998, Grace Kagundu, World Health Organization official for Africa, and Lora Shimp of BASICS, came to VOA to meet with some of the reporters to critical African nations in the polio eradication campaign. The close working contact and availability of the partners to assist and answer questions or provide contacts vital to the success of the project.

Meetings - Contractors and Worldwide Polio Partners

abreast of latest worldwide developments and progress of the campaign, as well as to know what other contractors are doing and how they could assist one another. For example, VOA lists of broadcasts and times of broadcast were provided to the Harvard Institute for International Development ARCH Project in order to formulate in-

country survey questions related to actual polio broadcasts.

The contractor also attended a polio partner meeting held at UNICEF in May, 1998. This meeting gave all the partners time to report on their progress in meeting agreed-upon organizational goals. UNICEF, the World Health Organization, Rotary International and others examined social mobilization and communication goals and revised plans for Africa. From that meeting, the contractor provided VOA reporters information about particular countries, obstacles, messages, and ideas for broadcasting. Messages could be better tailored to the actual situation on the ground and what was needed to further the campaign.

The contractor provided some of the background information that went into the report "The USAID Polio Eradication Initiative: 1997 Report to Congress" that was presented to Congress at an event on Capitol Hill hosted by Rotary International in May, 1998. VOA was represented by the contractor and the IBB Office of Business Development. The event was covered by several VOA reporters and WORLDNET Television.

Website - IBB and VOA

The IBB Office of Business Development has initiated a Polio Eradication website that features basic information about polio and the eradication campaign, links to other worldwide polio partners and their websites, and photographs from VOA trips. It is also linked to Broadcasting for Child Survival:

How Programs Are Delivered

VOA produces radio and TV programs in 52 languages from its studios in Washington, DC. IBB's relay stations in four geographic regions of the world house high-power

An International Web Page

([www.voa.gov/child survival](http://www.voa.gov/child%20survival)), which is a library of scripts on child survival, including polio scripts. This script delivery system is available to other broadcasters around the world. Programming is available in both audio and text format, easily downloaded for use by anyone who wants to use them.

In addition to developing a library of public service announcements and program scripts, VOA is linking its web page to the web pages of other organizations interested in saving the lives of children. This web page is a clearinghouse for programming, research and resources to enhance child survival programs of other organizations.

Archives

VOA reporters have returned from their travel with photographs, videos and other artifacts of the polio campaign, including posters, tee shirts and letters. In addition, the audio broadcasts and tracking of polio programming will provide a wealth of information and local color to archives on the eradication of polio.

An added benefit of WORLDNET

Television's participation in polio eradication broadcasting is that stories and material gathered during production of features can be used in whole or in part for documenting the last years of the international polio eradication effort.

PROGRAMMING

transmitters that can send programs to nearly every part of the planet.

IBB broadcast studios transform program words, images, sights and sounds into

electronic signals, which are coordinated by the Network Control Center, through many different paths to reach intended audiences. Most signals travel from a satellite dish atop IBB headquarters in Washington to leased communications satellites. The satellites then send signals to relay stations where transmitters and antennas redirect the signals to listeners or viewers thousands of miles away.

Affiliate radio and television stations receive IBB broadcast signals from the satellites with small dish antennas located at their facilities.

Affiliates rebroadcast programs to local stations. In many locations, U.S. diplomatic posts and cable TV systems also receive the signals. In some parts of the world, viewers who have small satellite dish antennas can receive programs directly in their homes.

VOA has over 1,100 affiliate stations in 96 countries, while WORLDNET television reaches millions daily through satellite and cable systems worldwide. The affiliate stations rebroadcast radio or TV programs to local audiences. They may use some or all of the available IBB programming to rebroadcast in the languages they select. [“Behind the Scenes” by Vicki Brimmer and Terry Balazs, *VOAGUIDE*, November/December 1998.]

Formats and hours of broadcasting vary depending upon the language and listening area. All language services provide news, features, and science, medicine and health programming.

The main purpose for employing radio in USAID’s communication strategy to eradicate polio is to get messages out to difficult-to-reach areas of countries where polio is endemic, such as in Sub-Saharan Africa and other areas of the continent, the Near East, and South and Central Asia. Radio messages emphasize that immunization against polio is the only way to

“What a pity that while many countries have freed themselves from the curse of polio, we are still struggling. We are grateful to VOA for its efforts in disseminating information about polio. This campaign will go a long way in spreading the knowledge about this disease. I am an admirer of VOA, but this time you have won our hearts by participating in such a useful campaign.”

prevent infection which may cause paralysis or death.

VOA staffers and free lance reporters (stringers) provide varied broadcasting, including correspondent reports, interviews, public service announcements, and special feature presentations on regularly scheduled programs. Much of the broadcasting focuses

--Rawlakot, Azad Kashmir, Pakistan

on National Immunization Days and mobilizing parents to immunize children and is followed up with year-round programming on polio: campaigns, local fears, human costs of non-participation and benefits of immunization.

--Youth Start Listeners Club
Mohallah Qureshian, Shalimar Town,
Lahore, Pakistan

about this disease. It is the responsibility of the government, the people, and the media to inform everyone about this disease. Our club has recorded the programs you have so far broadcast on this subject and have invited our friends and club members to listen to them. We are busy spreading the word about polio, how it spreads and what should be done to eradicate it."

The VOA Newsroom has the responsibility for creating scripts on basic themes and technical issues of the polio eradication drive. VOA's Science Reporter, for example, wrote scripts on the cold chain, surveillance, and acute flaccid paralysis. He also covered major news events such as the Rotary International reception on Capitol Hill in May 1998 to present USAID's report to Congress on the progress of the eradication initiative and the September 1998 Senate hearing on polio. These central scripts are available to all VOA language services via a "drawer" on the computer system used by reporters. Thus, reporters may access these scripts whenever they choose and use them in creating programs to be broadcast by their language service.

VOA Programming Priorities

A new programming priority for health reporting was introduced by VOA at the "*Broadcasting for Child Survival: An International Conference*," hosted by USAID and VOA in April 1998. The broadcasters, public health experts, communication specialists and The Bangla Service was funded to involve its 500-plus VOA listener fan clubs in participating in polio eradication efforts. The timely 40th Anniversary of the Bangla Service in 1998 provided the opportunity for

representatives from government and non-government organizations who attended the conference agreed to create opportunities to work together with VOA to develop innovative solutions to improve health reporting and information programs for child survival.

An example of how this programming priority has translated into results is VOA's Child Survival Public Service

Announcements Campaign that contributes additional programming from VOA and other broadcasters to the library of scripts on child survival. VOA plans to integrate PSAs into its regular programming in all of its 52 languages and will be made available to other broadcasters around the world via the new web page and multi-language script delivery system, which is described in this report.

Special VOA Projects

Within the polio eradication initiative, VOA Language Services have been encouraged to develop special programming to get polio messages out to listeners and to create sustained interest in the subject of polio, its prevention and eradication. These special projects have alleviated some of the potential "journalism fatigue" anticipated by reporters who must continue reporting on an "old" topic, one that has been repeatedly covered in the media.

Fan Club Participation in Polio Eradication

the Bangla Service Chief, Iqbal Bahar Choudhury, and a second reporter to travel together in Bangladesh to engage the fan clubs in promoting polio immunization through educational forums, seminars,

meetings and other newsworthy events. Bangladesh Prime Minister Sheikh Hasina presided over a discussion meeting, organized by the VOA fan in Dhaka, where she praised VOA's Bangla Service for helping eradicate polio by promoting health messages.

Radio Drama Series

Radio dramas written and produced by an independent contractor in Peshawar, Pakistan, provided polio and other health messages to listeners of Pashto and Dari Language Service broadcasts to Uzbekistan, Tajikistan, Afghanistan and Pakistan. The Pashto Service's series consisted of 15 episodes and Dari 10 episodes. These dramas will be rebroadcast on VOA. Both language services plan to continue the series with new episodes created by the same contractor. Audience interest in the dramas has been high as indicated through mail received from listeners. One listener wrote: *"We appreciate your recently started feature program (dramas) on polio. It is informative and interesting. Through these ...radio plays we learned much about this terrible disease and about how to prevent our babies from contracting this disease. But as you broadcast it only once a week, it is not sufficient. We hope that you make it twice a week."* **[Letter in Pashto from two Pakistani listeners.]**

Listener Contests

The Urdu Language Service conducted a listener contest on polio. The service hired a contractor to open and read the mail, As a result of the seminars conducted for reporters this past year, some other Language Services have been inspired to

tabulate results for the contest, respond to those that required a response and forward quotations from letters the IBB Project Contractor.

The contest was promoted on the air and through a newsletter mailed to several thousand listeners in India and Pakistan. The contest required listeners to write the correct answers to ten questions on polio and mail their answers to VOA. Listeners who got all ten answers correct had their entries placed in a pool for a drawing. Ten winners of the drawing will receive wind-up Baygen radios, donated by the manufacturer for the contest. Over 6,000 responses to the contest were sent to VOA, many with letters detailing how listeners gathered information to participate in the contest. One writer said:

"A listener contest about polio is an excellent idea. You will be surprised to know that when I went to the doctors in my town to find out answers to some of the questions, even they were not able to help me..."

[Letter from a listener in Faisalabad, Pakistan]

Another listener noted that *"...it is not the winning of a prize that is important in this contest. It is the knowledge and awareness about polio that this contest will spread that is important."* **[Letter from the President of the Kenjhar Listeners Club in Thatta, Sindh, Pakistan]**

expand their programming through listener contests and radio dramas. English to Africa has begun promoting a contest, while the

Swahili, Bangla and Hindi Services have requested funding for this purpose. Dari and Pashto, as noted, will extend their radio drama series, and Bangla and Urdu have requested funding for drama series. Several of the Language Services are planning to make their drama series available to affiliate stations for rebroadcast.

WORLDNET Television

WORLDNET joined the worldwide polio eradication effort in August, 1998. With funding from USAID, WORLDNET hired a contractor, Judith Snyderman, to assist staff in planning, producing and distributing programs and to do the research required for stories, packages and interactives. USAID has assisted in suggesting panelists, speakers, and experts for interviews and interactive broadcasts, as well as giving advice on countries, content and ways to cooperate with local USAID offices within the countries.

WORLDNET will produce a public service announcement that accentuates the “Kick Polio Out of Africa” theme with a montage of African images about polio and the activities underway to end it. PSAs will be distributed through WORLDNET’s network of affiliates throughout Africa. In addition, the voice-over from the PSA may be translated into various African languages and used for broadcast through VOA radio and its affiliates.

WORLDNET will also develop a combination of news, feature and personal profile stories to support the efforts to eradicate polio by targeting "at-risk" regions of the world that are included in the USAID/IBB Agreement. Audiences will Interactive broadcasts afford opportunities to distribute video tape copies of programs to

include policy-makers, health care providers, print and electronic journalists, and the general public. All programming will be broadcast in the appropriate language for the targeted region of the world.

These polio stories will be provided through a variety of programming vehicles to maximize broadcast impact and audience reach. For example, a story on polio with a scientific slant would be broadcast as a stand-alone news story in English, French, Spanish, Arabic and Russian and carried by affiliate regional broadcasters, cable television networks and satellite receiver dish owners around the world. The story would also be included in ongoing WORLDNET series such as "Science World" which enjoys extensive international television placement on local television stations in many parts of the world. In addition, a story might also be included as part of a live interactive broadcast.

WORLDNET will also produce five to seven live interactive broadcasts that target a wide range of audiences with participants in countries where the polio virus remains endemic and weak infrastructures pose substantial development challenges. Interactives involve creating an event that combines satellite tele-conferences and live newsmaker interview programs, while engaging invited audiences of international policy makers, health care professionals, and journalists at U.S. Embassies around the world. These programs are broadcast over local television stations in the region, cable television networks, and to direct satellite dish receivers.

interested officials and organizations. The broadcasts themselves are occasions to invite

newspaper, radio and television journalists to cover the programs as "news maker" events.

Thus, the programs often have greater impact than that of the original broadcast. Moreover, whenever possible, WORLDNET and USIS will work with local broadcasters to control costs and increase broadcast placement and impact.

EVALUATION OF IMPACT AND EFFECTIVENESS OF BROADCASTING

Qualitative Analysis

Planning has been underway to evaluate VOA and WORLDNET broadcasting and its effectiveness. In examining possible means of evaluation, several factors must be considered:

- o VOA tends to have an audience which creates a multiplying effect. For example, a VOA report done for radio may be picked up by national newspapers, local radio stations or carried by affiliates.

- o Because of its random nature, the multiplying effect is difficult to track or measure.

- o Results in some countries may not be scientific because listener survey samples may be too small to yield significant numbers while in countries such as Nigeria, Bangladesh and Ethiopia, where VOA has large audiences, typical listener surveys will likely capture meaningful results.

National Audience Surveys

The IBB Office of Research planned to Focus Groups are being designed and implemented through VOA's Research and Evaluation Department. Polio may be added

conduct formal audience surveys in Nigeria, Bangladesh and Uganda. Nigeria and Bangladesh have two of the largest VOA listening audiences in the world. The Department has agreed to add several questions regarding polio to the surveys in targeted countries and to collect and analyze relevant data that may be used as part of the overall evaluation of the polio project.

A Nigeria survey indicated that 15 percent of those interviewed had heard about polio eradication on VOA Hausa or English broadcasts. Six percent of those interviewed indicated that they took action as a result of hearing messages about polio.

IBB's latest national survey of Nigeria provided an opportunity for the first objective test of the effectiveness of VOA programming on public health issues. In this case, the research focused on polio, which has been the subject of extensive programming by both the Hausa and English-to-Africa services. Respondents who had listened to VOA in any language within the previous 12 months were asked questions about polio broadcasts.

Further data may come from the Applied Research on Child Health (ARCH) Project at Harvard University. Broadcast lists from VOA's English to Africa Service document the messages broadcast to Nigeria in the project year. ARCH will add questions to their survey in Nigeria to determine how effective radio is in getting the polio and routine immunization messages across.

Focus Groups

to planned focus group projects in Nigeria and Bangladesh in Spring 1999.

Quantitative and Anecdotal Analysis

Broadcasts

During the first year of the polio eradication project, VOA Language Services and the News Division created over 500 different broadcasts. The frequency of and volume (in number) of the broadcasts kept the issue before the listening public throughout the year, as well as during National Immunization Days. This report documents all of the broadcasts that could be identified.

In addition to news reporting, reporters were able to broadcast factual information to counter rumors, myths or misinformation that might be circulating locally due to opposition groups or through superstitions or ignorance of the facts. For example, in Tanzania there was a belief circulating that getting a polio immunization would cause AIDS or sterility. As in many other instances similar to this one, the reporter who was in the country was able to broadcast live interviews with respected authorities, such as local doctors and victims of polio who had struggled with the effects of the disease, to provide correct information.

Exit Interviews

Reporters asked participants in National Immunization Days where they heard about polio, the need for immunization, and where to get the vaccine and other questions. Many respondents noted that they had heard about NIDs through VOA broadcasting. For example, in a report on the West Bengal Chapter of the Polio Plus Vaccination

Campaign in India during NIDs in January, 1998, Bangla reporter Ramen Paine interviewed villagers standing in line for vaccinations. They talked about the effectiveness of VOA Bangla broadcasting on polio eradication.

Listener Contests

Some VOA Language Services are conducting or planning contests to motivate listeners to write a letter or postcard answering basic questions about polio and to give feedback about the broadcasts in their country. In addition to VOA broadcasts, the quiz questions may be disseminated through newsletters, affiliate broadcasts, and replication in national newspapers of the country. This is an example of the multiplying effect of VOA's broadcasts.

The Urdu Language Service received more than 6,000 entries to a contest it initiated in May, 1998. Audience response was enthusiastic and indicated that when polio questions were too difficult for them, they sought help from local physicians and friends for correct information.

The surprisingly large number of all correct entries seems to indicate that much effort went into compiling the answers. The fact that help was sought from professional doctors and health workers indicates that the impact of the contest was much wider than just regular Urdu listeners. The bulk of the mail came from small towns and villages, especially from the northern areas of Pakistan where the incidence of polio has traditionally been very high. A number of listeners complimented VOA for doing something that was noble and useful.

"The listeners contest initiated by the Urdu Service in conjunction with the recent Polio Day is an excellent idea. It will go a long way in

The volume of responses may also reflect

creating awareness about this terrible disease and will encourage people to make a greater effort for getting rid of this disease..."

--A Listener from Paramedical
Training Institute, Besham (Swat)
District Kohistan, Pakistan

the large number of people afflicted with polio in South Asia. Follow up programs in Urdu broadcasts will further reinforce community involvement in educating the people about the disease.

Some of the following comments indicate the impact of polio broadcasting.

"Listeners contest about polio is an excellent idea. You will be surprised to know that when I went to the doctors in my town to find out answers to some of the questions, even they were not able to help me. I know many people whose lives have been destroyed due to this disease. I congratulate VOA for focussing our attention to a matter which is extremely important for our future generations..."

**--Mohammad Boota,
Faisalabad, Pakistan**

"It is not the winning of a prize that is important in this contest. It is the knowledge and awareness about polio that this contest will spread that is more important. Only people whose children suffer from polio know what it means to suffer from this terrible disease. If children can be saved from this disease through your
Enthusiastic listeners from Afghan refugee camps in Pakistan sent over 70 letters to the Pashto Language Service commending VOA for its radio drama series "Bright Future"

efforts, we should all be grateful to you. Our club has called a meeting to discuss what we can do to create awareness about this disease. This contest is yet another example of the useful work VOA Urdu Service is doing through its broadcasts."

**--Mohammad Moosa Mer Behar
President, Kenjhar Radio Listeners Club,
Thatta, Sindh, Pakistan**

"The polio contest has become the talk of our town. We will participate in this contest but at this time we are gathering information. We were able to find answers to three questions from your newsletter...This is a topic which will really do a lot of good in our community. Through our club we will organize several programs to inform the people about polio and what steps should be taken to ensure that every child gets polio vaccine. Thank you again for this very worthwhile effort."

**--Mohammad Anwar Nadeem
President, Haveli Lakha Listeners Club
Punjab, Pakistan**

Unsolicited Letters and Comments

VOA's External Affairs Department forwarded comments and letters about polio and polio eradication. Feedback was similar to the comments in the letters received by the Urdu Service. One example is a lengthy letter from a listener in Kenya, a worker in a hospital, who writes about his perspective of polio eradication in his country and his joining the Kick Polio Out of Kenya campaign.

and encouraging the service to air more broadcasts each week. The Dari Language Service also received numerous letters expressing their enthusiasm and appreciation

for the radio drama series airing in their language.

As a Dari Language Service reporter traveled in Uzbekistan and Pakistan among Afghan refugee camps, children wrote letters in English about health concerns and polio. They gave the letters to the reporter who turned them in for preservation in the polio archives.

World Health Organization official Mohammad Hassan Nuri reflected on the success of polio campaign in Afghanistan and noted that the big turn out for National Immunization Days could be attributed to the local and national publicity campaign, while acknowledging the role of VOA in promoting the campaign. His comment was recorded in an interview with Ekram Shinwari on June 7, 1998 in a broadcast titled “Polio/Reporter’s Notebook.”

In a report from Van, Turkey during the National Immunization Days of May, 1998, VOA reporter Hakki Ocal interviewed the Van Health Official who expressed his disappointment that the Turkish media were not covering the polio campaign as VOA was doing.

Roquia Haider, who traveled in Bangladesh in May, 1998, conducted an interview with Jessore Civil Surgeon and the General Secretary of a VOA Fan Club, who noted that large numbers of VOA fans participated in the polio eradication campaign by volunteering. Much of their enthusiasm was a reflection of VOA broadcasts.

In an interview with Mr. Vaish, Chairman of **India’s National PolioPlus Committee** *WORLDNET Television Interactives* Interactive programming involves creating

about the importance of the oral polio vaccine and NIDs, he explained the role of VOA in contributing to these efforts through its broadcasts. Urdu reporter Shahnaz Aziz conducted the interview in January, 1998.

Reporter Tom Atandi of the Swahili Language Service noted in his reports from Tanzania that citizens were curious about VOA’s decision to broadcast polio appeals. Tom was interviewed by several local affiliates, such as Radio One, and he was invited to a rap contest where he had the opportunity to address more than 400 youth about the importance of the NIDs and getting immunizations. He also addressed several mothers’ groups about polio. Since local radio stations lack the resources of VOA, on several occasions Tom was able to contribute actualities to *Radio Tanzania*. He even did a conference interview for *Radio Tumaini* because they could not afford to send someone out of town for the launching of the NIDs. His work meant that the listeners had more polio information flowing to them from different news sources.

Fan Club Participation

As noted, fan club participation in promoting polio immunization extended the reach of broadcasts through educational forums, seminars, meetings and other newsworthy events in Bangladesh. Fan Clubs also published newsletters and continued to hold polio eradication events following the 40th Anniversary celebrations of the Bangla Service and NIDs.

events that combine satellite tele-conferences and live newsmaker interview programs that

engage wide audiences of international policy makers, health care professionals, and journalists at U.S. Embassies around the world. The broadcasts themselves are occasions to invite newspaper, radio and television news programs to cover the programs as "news maker" events. These programs are broadcast over local television

and radio stations in the region, cable television networks, and to direct satellite dish receivers. They also enable expansion of broadcasting through the distribution of video tape copies of programs to interested officials and organizations. These taped programs create greater impact than that of the original broadcast.

